

ABSTRACT

A ferrite magnet powder is represented by the composition formula  $A\text{Fe}^{2+}_a(1-x)\text{M}_{ax}\text{Fe}^{3+}_b\text{O}_{27}$ , wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, and wherein  $0.05 \leq x \leq 0.80$ ,  $1.5 \leq a \leq 2.2$ , and  $12 \leq b \leq 17$ . A high saturation magnetization  $4\pi\text{Is}$  can be achieved by the partial substitution of the  $\text{Fe}^{2+}$  site of a W-type ferrite with an element M such as Zn within a certain range.